

**IN THE CLAIMS**

1. (Previously Presented) A method comprising:  
controlling a device in an active video mode that executes a first process in a first operating environment of the device to process user inputs, wherein while the device is in the active video mode, the user inputs, depending on type of user input as well as timing of such in, control access by a Digital Versatile Disc (DVD) drive to a DVD within the DVD drive;  
in response to the DVD drive executing a command sequence on the DVD, displaying a first markup language page that includes a first script, the first script to change control of the device from the active video mode to an active text mode; and  
changing control of the device from the active video mode to the active text mode upon execution of the first script, the active text mode to execute a second process in a second operating environment of the device to process the user inputs, wherein while the device is in the active text mode, the user inputs control interaction with the first markup language page;  
displaying on a display a second markup language page that includes a second script;  
and  
changing control of the device from the second mode back to the first mode upon execution of the second script; wherein the first script and the second script can be modified from a remote site through a wireless connection.
- 2-3 (Canceled)
4. (Original) The method of claim 1, wherein the first script can be modified from a remote site through a wireless connection.
5. (Original) The method of claim 1, wherein the processing of user inputs includes displaying video content in synchronization with the markup language page.

6. (Original) The method of claim 1, wherein the user inputs are selected from a group consisting of a motion sensor, a card swipe, a button and a keyboard.

7. (Original) The method of claim 1, wherein the processing of user inputs includes dropping the received user input based on a type of the received user input.

8-16 (Canceled)

17. (Previously Presented) A device comprising:

- a storage memory having markup language pages, wherein at least one markup language page includes a script;

- a processor to execute a first process in a first operating environment and a second process in a second operating environment, the first process to control receipts of user inputs, depending on type of user input as well as timing of such input, into the device and to display the at least one markup language page on a display of the device in response to a Digital Versatile Disc (DVD) drive executing a command sequence on a DVD, the script to change control of the receipts of user inputs to the second process upon displaying of the at least one markup language page; and

- a second markup language page includes a second script, the second script to change control of the receipts of the user inputs back to the first process upon displaying the second markup language page on the display of the device.

18. (Original) The device of claim 17, wherein the device is coupled through a network to a server such that the device is wirelessly coupled to the network and wherein the script can be modified by the server.

19. (Original) The device of claim 18, wherein the server modifies the script such that control of the receipt of the user inputs is not changed to the second process.

20. (Canceled)

21. (Original) The device of claim 17, wherein the user inputs are selected from a group consisting of a motion sensor, a card swipe, a button and a keyboard.
22. (Previously Presented) A device comprising:
- a Digital Versatile Disc (DVD) drive having a DVD, wherein the DVD includes video content;
  - a storage memory having HyperText Markup Language (HTML) pages, wherein at least one HTML page includes a script;
  - at least one user input component;
  - a processor to execute a first and a second process, the first process to control receipts of user inputs from the at least one user input component, depending on type of user input as well as timing of such input, and to display the at least one HTML page in response to the DVD drive executing a command sequence on the DVD, the first process further to display a portion of the video content on a display of the device, the script to change control of the receipts of user inputs to the second process, wherein while the user inputs are controlled by the first process the user inputs control access by the DVD drive to the DVD, and wherein while the user inputs are controlled by the second process the user inputs control interaction with the at least one HTML page; and
  - a second HTML page includes a second script, the second script to change control of the receipts of the user inputs back to the first process upon displaying the second HTML page on the display of the device.
23. (Original) The device of claim 22, wherein the device is coupled through a network to a server such that the device is wirelessly coupled to the network and wherein the script can be modified by the server.
24. (Original) The device of claim 23, wherein the server modifies the script such that control of the receipt of the user inputs is not changed to the second process.
25. (Cancelled)

26. (Currently Amended) A computer ~~readable~~-storage medium encoded with instructions executable by a computer, causing the computer to perform operations comprising:

controlling a device in an active video mode that executes a first process in a first operating environment of the device to process user inputs, wherein while the device is in the active video mode, the user inputs, depending on type of user input as well as timing of such input, control access by a Digital Versatile Disc (DVD) drive to a DVD within the DVD drive;

in response to the DVD drive executing a command sequence on the DVD, displaying a first markup language page that includes a first script, the first script to change control of the device from the active video mode to an active text mode;

changing control of the device from the active video mode to the active text mode upon execution of the first script, the active text mode to execute a second process in a second operating environment of the device to process the user inputs, wherein while the device is in the active text mode, the user inputs control interaction with the first markup language page;

displaying a second markup language page that includes a second Script; and changing control of the device from the second mode back to the first mode upon execution of the second script; wherein the first script and the second script can be modified from a remote site through a wireless connection.

27-28 (Canceled)

29. (Currently Amended) The computer-~~readable~~-storage medium of claim 26, wherein the first script can be modified from a remote site through a wireless connection.

30. (Currently Amended) The computer-~~readable~~-storage medium of claim 26, wherein the processing of user inputs includes displaying video content in synchronization with the markup language page.

31. (Currently Amended) The computer-~~readable~~-storage medium of claim 26, wherein the user inputs are selected from a group consisting of a motion sensor, a card swipe, a button and a keyboard.

32. (Currently Amended) The computer-readable storage medium of claim 26, wherein the processing of user inputs includes dropping the received user input based on a type of the received user input.

33-40 (Canceled)

41. (Previously Presented) The method of claim 1, further comprising:  
collecting user inputs at a point of sale.

42. (Previously Presented) The method of claim 1, further comprising:  
uploading collected user inputs to a remote server.

43-44 (Canceled)

45. (Previously Presented) The device of claim 17, wherein the user inputs are stored in the storage memory.

46. (Previously Presented) The device of claim 17, further comprising:  
a communication device to transmit user inputs to a remote server.

47. (Previously Presented) The device of claim 22, wherein the user inputs are received at a point of sale.

48. (Previously Presented) The device of claim 22, further comprising:  
a communication device to transmit collected user inputs to a remote server on a first channel and received data content from the remote server on a second channel.